

# Sauces, Dressings and Condiments Packaging in the Netherlands

July 2022

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Spike in sales due to home seclusion and stockpiling in 2020 followed by declining demand in 2021  
Pasta sauces the most dynamic category in 2020, benefiting brick liquid cartons and stand-up pouches  
Stand-up pouches gaining share in sauces, dressings and condiments

### PROSPECTS AND OPPORTUNITIES

Further growth expected for stand-up pouches  
Organic retailer Ekoplaza introduces first plastic-free store aisle

## Sauces, Dressings and Condiments Packaging in the Netherlands - Company Profiles

## Packaging Industry in the Netherlands - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture  
2021 key trends  
Sustainability and convenience drives food packaging  
Metal beverage cans are gaining share in alcoholic drinks packaging  
Non-alcoholic drinks seeing a shift towards more effective pack types  
Eco-friendly packaging with a longer life is the focus of the beauty industry  
Post-pandemic changes influence home care packaging

### PACKAGING LEGISLATION

Netherlands introduces EU's Plastic Tax  
Dutch authorities implement a deposit on small plastic bottles

### RECYCLING AND THE ENVIRONMENT

Circular Economy slated for packaging in the Netherlands by 2050  
Netherlands setting recycling goals  
Table 1 - Overview of Packaging Recycling and Recovery in the Netherlands: 2019/2020 and Targets for 2021

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